

Introduced by Senator Chesbro

February 10, 2005

Senate Concurrent Resolution No. 19— Relative to the Robert Mondavi Highway.

LEGISLATIVE COUNSEL'S DIGEST

SCR 19, as introduced, Chesbro. Robert Mondavi Highway.

This measure would designate a portion of State Highway Route 29 in Napa County as the Robert Mondavi Highway.

The measure would also request the Department of Transportation to determine the cost of appropriate signs showing this special designation, and upon receiving donations from nonstate sources sufficient to cover that cost, to erect those signs.

Fiscal committee: yes.

1 WHEREAS, Robert Mondavi was born in Virginia,
2 Minnesota, on June 18, 1913, and is a graduate of Stanford
3 University with degrees in economics and business
4 administration; and

5 WHEREAS, Mr. Mondavi built the Robert Mondavi Winery
6 in the Napa Valley with a vision of creating wines in California
7 that belong in the company of the greatest wines in the world;
8 and

9 WHEREAS, Robert Mondavi Winery has become an industry
10 leader due to Mr. Mondavi's enduring commitment to excellence
11 in the production of wines; and

12 WHEREAS, Mr. Mondavi is a winemaker who pioneered
13 many of the innovative techniques and marketing programs that
14 placed California's wine industry at its present level of respect

1 and global recognition including cold fermentation, stainless
2 steel tanks, and the use of French oak barrels; and

3 WHEREAS, Mr. Mondavi has dedicated his life to expanding
4 wine education and the arts, locally fostering the creation of
5 COPIA: The American Center for Wine, Food & the Arts, the
6 Napa Valley Opera House, the Oxbow School in Napa, and the
7 Lincoln Theatre at the Veterans Home in Yountville; and

8 WHEREAS, Mr. Mondavi has generously donated to local
9 programs throughout Napa County including, but not limited to,
10 the Boys and Girls Clubs, local schools, museums, and health
11 programs; and

12 WHEREAS, Mr. Mondavi, along with Julia Child, founded
13 The American Institute of Wine & Food to provide public access
14 to resources for research and education regarding food, drink,
15 and the culinary arts; and

16 WHEREAS, Robert Mondavi, in conjunction with his wife,
17 Margrit Mondavi, have been committed to development of wine
18 education and the arts as major benefactors in the creation of
19 COPIA: The American Center for Wine, Food & the Arts in
20 Napa, the Robert and Margrit Mondavi Center for the Performing
21 Arts and the Robert Mondavi Institute for Wine and Food
22 Science at the University of California at Davis, the Napa Valley
23 Opera House, the Oxbow School in Napa, the Lincoln Theatre at
24 the Veterans Home in Yountville, and the Cantor Arts Center at
25 Stanford University; and

26 WHEREAS, Mr. Mondavi has been recognized for his tireless
27 commitment to promoting worldwide recognition of American
28 winemaking, as well as changing America's palate for fine wine
29 and fine food as a recipient of awards, including "Winemaker of
30 the Year" by the American Wine Society, "Merit Award" by the
31 American Society of Enology and Viticulture, "Wine and Spirits
32 Professional of the Year" by the James Beard Foundation, and
33 the first ever "California State Fair Lifetime Achievement
34 Award"; and

35 WHEREAS, Mr. Mondavi has chronicled his life history and
36 legendary ascent as the global emissary of American food and
37 wine in his autobiography "Harvests of Joy: My Passion for
38 Excellence—How the Good Life Became Great Business"; and

39 WHEREAS, As an uncompromising perfectionist, Mr.
40 Mondavi has been guided by his belief that "if you wish to

1 succeed, you must listen to yourself, to your own heart, and have
2 the courage to go your own way”; and

3 WHEREAS, In 2004, Mr. Mondavi celebrated his 91st
4 birthday; and

5 WHEREAS, It is therefore appropriate to name a portion of
6 State Highway Route 29 in Napa County as the Robert Mondavi
7 Highway; now, therefore, be it

8 *Resolved by the Senate of the State of California, the Assembly*
9 *thereof concurring*, That the portion of State Highway Route 29
10 in Napa County from its intersection with State Highway Route
11 221 in South Napa to Deer Park Road on the northern boundary
12 of St. Helena shall be known as the Robert Mondavi Highway;
13 and be it further

14 *Resolved*, That the Department of Transportation is requested
15 to determine the cost of appropriate signs, consistent with the
16 signing requirements for the state highway system, showing this
17 special designation, and upon receiving donations from nonstate
18 sources sufficient to cover that cost, to erect those signs; and be it
19 further

20 *Resolved*, That the Secretary of the Senate transmit copies of
21 this resolution to the Director of Transportation and to the author
22 of this resolution for appropriate distribution.